SHOP REVIEW · CASE STUDY

Fine Print Baby Tees

[FP]

Ribbed baby tees and tanks with a vintage, Y2K feel

540+ sales · On Etsy since early 2026 · 40% off sale



Based in	United States
On Etsy since	Early 2026
Numbers from	A real print on demand shop on Etsy, kept anonymous
Prepared by	Not Zero Yet
Review date	November 8, 2026
Shop type	PRINT ON DEMAND

At a Glance

540+	4.9	690+	60+
LIFETIME SALES	STARS FROM 80+ REVIEWS	LISTINGS	SALES, 30 DAYS TO NOV 8

Fine Print Baby Tees is a made up name for a real print on demand shop on Etsy that opened in early 2026. I rebuilt its storefront with my own designs so you can see how it's set up, and I left out the seller's name, the real shop name, product titles and photos. Every number in this review comes from the real shop, rounded down.

The Example Shop

Here's the shop the way a buyer would see it, rebuilt with my own designs. Each listing stands for one kind of tee the shop sells, and the parts in brackets are what you'd swap for your own niche. Most of the real shop's best sellers are illustrations, so I drew text designs in their place, since that's what this review teaches.

EXAMPLE SHOP Made by Not Zero Yet to show the shop's format. This is not a real Etsy shop!

[FP]

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Sections

All listings 690+



[Beetle] Appreciation Society Tank Top, Vintage Insect Baby Tee, Indie Y2K Crop Top

$30.00 ~~$50.00~~ 40% off



A Little [Unhinged] a Lot in Love Baby Tee, Minimalist Y2K Crop Top

$29.10 ~~$48.50~~ 40% off



Still Thinking About [That Summer] Back Print Tee, Indie Comfort Colors Shirt

$30.60 ~~$51.00~~ 40% off



Yeehaw but Make It [Anxious] Baby Tee, Western Cowgirl Y2K Shirt

$29.25 ~~$48.75~~ 40% off



[Espresso] Before Small Talk Baby Tee, Retro Coffee Y2K Shirt

$24.00 ~~$40.00~~ 40% off



[Haunted] and Hydrated Baby Tee, Witchy Gothic Y2K Crop Top

$29.25 ~~$48.75~~ 40% off

I made Fine Print Baby Tees, the designs, and this storefront to show how the real shop is set up. It isn't a real Etsy shop. The real shop has no sections, so all 690+ listings sit under All listings. The listing count, the prices and the 40% off sale all come from the real shop, researched on November 4 and 8, 2026.

What Works

One Look From the First Scroll

Every best seller here is a ribbed baby tee or tank with a soft, vintage graphic, so a buyer knows what the shop is about before they open a single listing. I think a young shop gets further with one clear look than with a little bit of everything.

- Ribbed baby tees and tanks with a Y2K, indie feel, plus Comfort Colors tees
- Its two most used tags are comfort colors tee and y2k baby tee
- Seven of its top eight sellers are carried by an illustration: insects, horses, a tiger, a wine glass

One Drawing, Two Listings

Numbers one and three in the shop use the same row of vintage insects, with a different line of text under it and a different tank color. That's the part I'd study first: the art gets made once, and the words turn it into a new listing.

- The best seller has 40+ estimated sales, and number three has 5+
- Both listings are about six months old

The Shirt on a Real Person

All eight of its top sellers show the shirt on a model instead of a mockup, the digital picture of a shirt most print on demand shops use. For a fitted, cropped shirt that matters, because a buyer wants to see where it sits and how the rib fits before they buy.

- Every one of the top eight listing photos shows a model wearing the baby tee or tank
- The best seller has 200+ favorites from 3,700+ views, according to third party research data

Steady Sales Eight Months In

It opened in early 2026 and passed 540 sales by November, and no single design is carrying it. The sales are spread across a lot of listings, which is what I'd expect from a young shop that's still finding its best sellers.

- 60+ sales in the 30 days leading up to November 8, according to third party research data
- The best seller has 40+ of the shop's 540+ sales, by third party estimates
- 4.9 stars from 80+ reviews, and a Star Seller badge, which Etsy gives shops that ship on time and answer messages quickly

What Sells

These are the eight designs estimated to have sold the most, as of November 8, 2026, plus one that a listing data pull caught on November 4. I described each one by its design format instead of quoting the product title. Seven of the top eight are carried by an illustration, and the one that's only words reads like a song lyric. A few listings in the shop use swear words or political slogans, and I kept those words out of this review. I don't recommend making anything trademarked, even when those designs are bestselling and trending.

PRODUCT	SOLD	WHAT TO KNOW
A row of vintage insect drawings over a small line of text, on a ribbed tank	40+	ILLUSTRATION The best seller. The drawing does the selling, and the line of text under it is set small.
A single line heart coming apart into thread, with one word in script	20+	ILLUSTRATION Minimal red line art on a white baby tee. It looks simple, but it's still a drawing, so it takes art skills to make something like it.
The same insect row as number one, with a summer caption	5+	ILLUSTRATION The same drawing with different words on a cream tank, so one piece of art became a second listing.
A soft line that reads like a song lyric, printed on the back over a flower photo	5+	TEXT ONLY The only design in the top eight that's carried by its words. The title points to a song without naming it, so I'd write your own line instead of using one from a song.
A retro cartoon badge with two vintage faces and a fairy wand	5+	ILLUSTRATION The title calls it a retro movie shirt without naming the movie, so I'd be careful with this one.
Three small sketched horses running across the chest	5+	ILLUSTRATION No words at all. It sells on the drawing and the western, equestrian look.
An old engraving of a cowgirl riding a tiger, with an ironic caption	5+	ILLUSTRATION The caption is the joke, but the engraving is what you see first. It sums up the shop's western designs in one shirt.
A hand drawn glass of red wine between two lines of text	5+	ILLUSTRATION One of the first listings in the shop, about eight months old, and it's still in the top ten.
A joke with a swear word, on a ribbed baby tee	10+	STRONG LANGUAGE Third party research data estimated 10+ sales by November 4, and they came in two separate weeks, one in late July and one in late September. It's only words, but the words include a swear word, so I left it out.

The Design I'd Study

Seven of this shop's top eight sellers are full illustrations. They sell well, but art like that takes an illustrator or a lot of work with AI image tools, and that's not what Not Zero Yet is about. My tools are built for text designs, words and simple layouts you can make yourself and use across a lot of niches. So the design I'd study here is number four, the one carried by its words. Its line reads like a song lyric, and lyrics belong to the songwriter, so study the format and write your own words.



- Number four in the shop, with 5+ estimated sales (third party research data, November 8, 2026)
- A back print: rounded white type over a soft flower photo, on a black shirt
- The title sells a mood, music and festivals, instead of naming who the shirt is for
- The research data lists it at $51.00, the price before the shop's 40% off sale

Swap what got you through and when, and the line works for any music fan: a song, a playlist, a DJ set or a drumline cadence, and a month, a season or a long drive. The Niche Library has the niches, and TypePress sets every version in a few minutes.



EDM FESTIVAL



ROAD TRIP



COUNTRY CONCERT



MARCHING BAND

These are examples for demonstration purposes only. Search every exact line on the USPTO's free trademark search before you list it, and DON'T COPY other sellers' designs. Niche names come from the Not Zero Yet Niche Library.

The Product Price and Profit

So what does a shirt here actually cost? The research data lists its best sellers at $40 to $51, but that's the price before the sale. The shop page shows its listings 40% off, so a buyer pays $24 to $30.60, and that's the price I used on this page. The product card (the photo and price you see in Etsy search) is honest here, too: the ribbed baby tee shows $29.10, and that's the price for every size from XS to XL. A lot of shops put their cheapest size and color on the card to get the click, which is called a loss leader, so this is worth noticing.

ON THE LISTING	PRICE
What the product card shows: the ribbed baby tee	$29.10
Ribbed baby tee, every size from XS to XL	$29.10
The list price behind the 40% off, ribbed baby tee	$48.50
The best seller, a ribbed tank, after the sale	$30.00 and up
Every price on the shop page, after the sale	$24.00 to $30.60
Research data prices for its best sellers, before the sale	$40.00 to $51.00
Shipping fees for one baby tee	$5.90

I can't tell from the public pages which supplier prints for this shop. Here's the profit a similar listing would make at its baby tee price through Printful, the only supplier in my calculator with a price for a ribbed baby tee, after Etsy's fees:

BELLA + CANVAS 1201 BABY TEE	BUYER PAYS	ETSY FEES	MADE AND SHIPPED	PROFIT	THROUGH OFFSITE ADS
Ribbed baby tee at $29.10 plus $5.90 shipping, through Printful	$35.00	$3.78	$22.04	**$9.19**	**$4.99**

> $9.19 profit per baby tee through Printful at $29.10, before Etsy Ads, refunds and misprints. If the order came through Offsite Ads (the ads Etsy runs for your listings on other sites, with a fee when one brings a sale), that drops to $4.99. The 40% off only works because the price after the sale still pays for the shirt, so do your math on the sale price, not the list price, before you set one up.

Printful's catalog cost was pulled November 1, 2026. The shop's ribbed baby tee is probably a different Bella + Canvas blank that my calculator doesn't carry, so the Bella + Canvas 1201 micro rib baby tee is the closest stand in. Only Printful prices it; my calculator has no Printify price for the 1201. Etsy fees are Etsy's published rates: 6.5% transaction, $0.20 listing, 3% + $0.25 payment processing. The Offsite Ads column takes Etsy's 12% fee on the whole order, which is what a shop past $10,000 in yearly sales pays. Run your own numbers in the Not Zero Yet profit calculator.

Keywords It Uses Now

These are the tags it leans on most, with estimated Etsy searches a month from third party research data. Most of them name the product, and five of its twelve most used tags get fewer than 20 searches a month, so I'd trade a few of those for searches people actually type.

KEYWORD	SEARCHES A MONTH	NOTE
comfort colors tee	48	Its most used tag, on 16 of the listings the research data tracks, with 1.6M listings competing
y2k baby tee	245	The tag that describes the shop best, on 14 listings with about 34K competing
comfort colors	5.4K	Its biggest tag by searches, but 1.7M listings compete for it
sarcastic shirt	1.1K	Fits its ironic captions, with 386K listings competing
halloween baby tee	142	A seasonal tag that puts the holiday in front of the product
christmas baby tee	39	The same idea for Christmas, on five listings going into the holidays
y2k crop top	< 20	Few buyers type it, so this tag spot could go to a bigger search
gothic baby tee	< 20	Only 2.5K listings compete, but hardly anyone searches it yet
witchy baby tee	< 20	The same witchy look gets far more searches as whimsigoth clothing
spooky season tee	< 20	Few searches and 316K listings competing, so it's the first tag I'd swap

Third party research data on the shop's tags, November 8, 2026. Searches a month are estimates of Etsy searches; competing listings are counts from the same data.

20 Keywords to Think About

Here are twenty Etsy searches next to what already sells here, all from third party research data. Most of them are a new design you'd create yourself in the same niche. The highlighted rows have lots of searches and few listings, which can mean lower competition and an easier market to enter. I left out searches built on someone else's characters, bands or games. Rows marked "Similar Shops" are searches where newer shops like this one, opened in the last three years, already sell.

KEYWORD	SEARCHES A MONTH	LISTINGS	WHY IT'S HERE
baby tee	3,986	459,053	SIMILAR SHOPS The product itself, so it belongs in most titles.
dark academia	3,829	200,106	An aesthetic search that fits its vintage drawings.
weirdcore	2,598	31,687	An odd internet aesthetic that fits its ironic captions.
dragonfly	2,235	91,418	SIMILAR SHOPS One of the bugs already on its best seller.
comfort colors 1717	1,358	73,966	Buyers type the style number far more than its current tag.
crop top	1,350	156,836	The plain search behind its y2k crop top tag.
y2k shirt	1,327	124,901	SIMILAR SHOPS The broad Y2K search, so add the product name.
mcbling	1,208	1,489	A name for glossy, early 2000s glam style.
earth day shirt	1,017	15,317	A spring date for its bug and nature designs, so list them by March.
luna moth	888	14,136	SIMILAR SHOPS A moth people search by name.
dark cottagecore	806	92,860	SIMILAR SHOPS Where its insect and horse designs already sit.
teenage girl gifts	788	25,859	A gift search that names the buyer, which its top titles don't.
dark humor shirt	701	51,272	SIMILAR SHOPS Fits the ironic captions it already sells.
whimsigoth clothing	650	14,650	SIMILAR SHOPS A witchy look that matches its gothic tags.
y2k clothes	644	15,289	SIMILAR SHOPS Far less competition than y2k shirt.
tiger shirt	621	42,342	SIMILAR SHOPS The animal on one of its western designs.
festival outfit	611	73,631	Its music back print is titled as a festival tee.
country concert tee	602	22,847	Its western designs and its music shirt meet in this one.
espresso martini	588	21,391	SIMILAR SHOPS A drink search, like its wine glass design.
entomology	580	29,936	SIMILAR SHOPS The science word for bugs, for serious bug fans.

Third party keyword research data, November 8, 2026: Etsy searches a month and competing listings for each search, from the keyword ideas for y2k baby tee, indie shirt and insect shirt. Similar shops are three newer shops selling similar products, found on Etsy and in third party research data on November 8, 2026. Their names are left out for privacy.

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Niche Library
notzeroyet.com/niche-library

Mix 1,300+ print on demand niches by job, family role and hobby, then check each one on Etsy.

Idea Spinner
notzeroyet.com/idea-spinner

Type a job, family role or hobby and get phrase formats in layouts Etsy sellers already use, plus titles and tags.

TypePress
notzeroyet.com/typepress

Paste your phrases, pick a look, and download print ready transparent PNGs in bulk. Open source code is coming soon to GitHub if you'd like to modify it to your specs.

Etsy Profit Calculator for Print on Demand Sellers
notzeroyet.com/etsy-print-on-demand-profit-calculator

The profit you keep on an Etsy sale, with live supplier costs built in and Etsy's ad choices.

Shopify Profit Margin Calculator
notzeroyet.com/shopify-profit-margin-calculator

The same math for a Shopify store, with live supplier costs built in.

Free Print on Demand for Beginners eBook
notzeroyet.com/print-on-demand-tools

An ebook with worksheets to help you decide the best way to start a print on demand business.

Premium Print on Demand Tools by Not Zero Yet

Etsy Profit Calculator for POD Sellers GOOGLE SHEET
printinomics.com

Price every product in your shop in one grid, with an Offsite Ads column and the supplier catalogs built in.

Shopify Profit Calculator for POD Sellers GOOGLE SHEET
printinomics.com

The same one grid pricing for a Shopify store, with a picker for your Shopify plan.

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A Shop Review of your own shop that stays private, made just for you and never posted in Eden.

Your Notes

Room for your own notes: what you'll try first, what you want to test, the keywords you liked.

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About This Review

This Shop Review is a case study built from public data: the real shop's own Etsy pages, read on November 4 and 8, 2026, and third party research data from the same days. Fine Print Baby Tees is a made up name. I left out the real shop's name, its product titles and photos, and the names of the shops I compared it with, and the numbers are rounded down. The designs and the storefront are mine, made to show the format. Search volumes are Etsy searches a month, and nothing here estimates the shop's income. Study what works, then create your own, and DON'T COPY other sellers' designs. If this is your shop and you'd rather it came down, reach out at notzeroyet.com/contact-us.

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